

Cadbury Financial Dashboard

Sum of Sales
\$119M

Sum of Profit
\$17M

Segment

Channel Partners

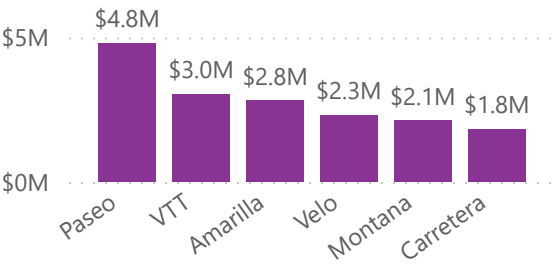
Enterprise

Government

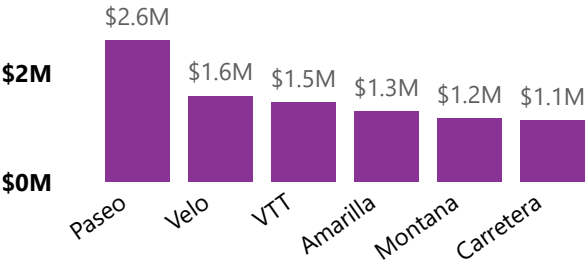
Midmarket

Small Business

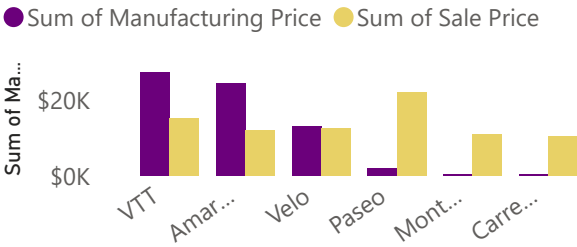
Sum of Profit by Product



Sum of Discounts by Product



Sum of Manufacturing Price and Sale Price by Product



Max. COGS by Product



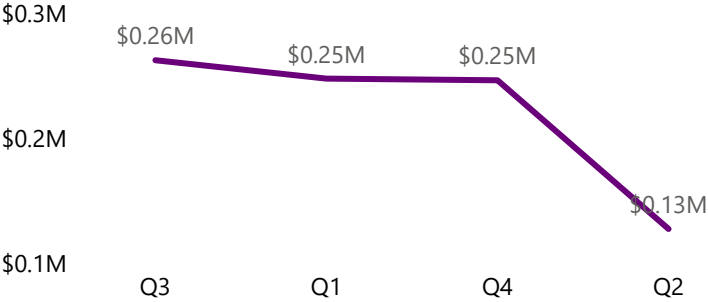
As at 2013, there was approximately a total sale of \$26M and a profit of \$4M. While in 2014, there was approximately a total sale of \$92M and a profit of \$13M. This was generated from the sales of Paseo, Montana, VTT, Velo, Carretera, Amarilla; across different countries: Canada, France, United States of America, Mexico, Germany.

It can be deduced that when the manufacturing price is low and the sale price is high, maximum profit is generated, vice versa. Canada had the highest sum of profit, while France had the lowest sum of profit. Across all segments, the highest sale was made in Q4, owing to the fact that the products are majorly sold towards the end of the year (as a result of Black Friday Sales); meanwhile, the highest profit was gotten in Q3. This could be as a result of massive discounts on products.

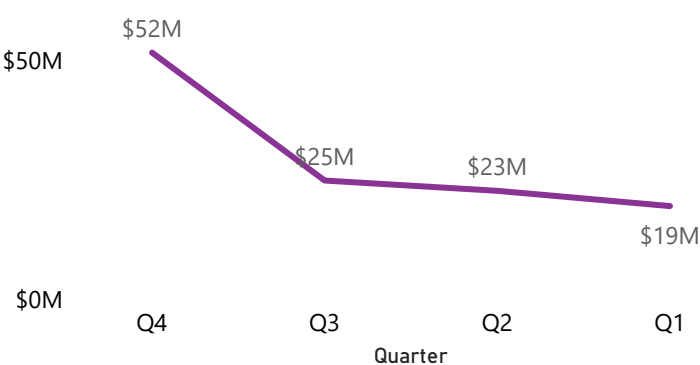
The Government also played a major role in generating revenue (total sale of \$53m and profit of \$11m) for Cadbury company.

In order to achieve a higher profit for an expensive product, discounts should be properly utilized, as seen in Paseo. Also, countries with low sum of profit like France should sell products that generate high profit like Paseo. The wide gap between the manufacturing price and sale price across products should be worked on in order to enhance sales on products.

Max. Profit by Quarter



Sum of Sales by Quarter



Sum of Profit by Country and Product

